

REMARKS

The Examiner has either ignored or fails to understand Applicants remarks in the Request for Reconsideration filed May 19, 2003, and has maintained his rejections in the Final Office Action dated February 21, 2003 that claims 1-42 of the present application are unpatentable over Cerf et al. in view of Ogasawara et al.

As noted previously, Applicants assert that none of the cited references, taken alone or in combination disclose, suggest or render obvious the limitations in the claims of the present application. Moreover, Applicants reassert that one of ordinary skill in the art at the time of the present invention would have no motivation to combine Cerf et al. that teaches a wide-area network proxy, or gateway that is capable of multicasting information to mobile units connected to a wireless network in order to reduce bandwidth with Ogasawara et al that teaches a user recognition system that can be used to assist store clerks in order to provide more personalized service to customers. These two disclosures have nothing in common and relate to two totally different problems and solutions.

Cerf et al. is concerned with optimizing the use of the wireless network via multicast, particularly a somewhat wider area network, typically spread out across a neighborhood or city in order to reduce unnecessary bandwidth usage. This is achieved with a proxy server that converts unicast data packets coming from a packet switched network to multicast data packets that are transmitted to mobile units connected to a wireless communication network, if more than one mobile unit requests a same service. In contrast, Ogasawara is concerned with providing an electronic system that is able to collect and store customer recognition information in

real-time and make that information available to store clerks in order to provide means to recognize each customer and obtain the customer profile and shopping preferences of said customer.

The Examiner has admitted that Cerf fails to disclose the receiving the demographic information about the user of at least one mobile device, but asserts that Ogasawara discloses these limitations in the claims of the present application. However, as noted previously, there are no teachings or suggestions relating to providing access to a Local Area Network in exchange of receiving demographic information of a user. In fact, Ogasawara et al. teaches a system for recognizing customers, and the demographic information is maintained at a central database where it can be fetched after recognition.

Moreover, Applicants assert that neither Cerf et al. nor Ogasawara et al. taken alone, or in any proper combination, disclose, suggest or render obvious the limitations in the claims of the present application of, inter alia, detecting the presence of a Local Area Network (LAN) providing wireless network access to a global communication data network with at least one mobile device at a location, or sending the demographic information about the user of the at least one mobile device to an advertising server, or providing access to the global communication data network through a gateway of the LAN to the at least one mobile device in response to receiving the demographic information about the user of the at least one mobile device by the advertising server from the access node of the LAN. None of the cited references disclose or suggest detecting the presence of a Local Area Network (LAN) providing wireless network access to a global communication data network with at least one mobile device at a location. Cerf et al. is related to

optimizing the use of a wireless network by converting unicast data packets to multicast data packets. Ogasawara et al. is related to recognizing customers to obtain customer profiles and shopping preferences of the customers. Neither Cerf et al. nor Ogasawara et al. disclose or suggest anything related to detecting the presence of a Local Area Network (LAN) providing wireless network access to a global communication data network, as recited in the claims of the present application.

Moreover, none of the cited references disclose or suggest sending demographic information about a user of at least one mobile device to an advertising server. The Examiner has asserted that Ogasawara et al. discloses this limitation. However, as has been noted previously, there are no teachings or suggestions relating to sending demographic information of a user. In fact, Ogasawara et al. teaches a system for recognizing customers, and the demographic information is maintained at a central database where it can be fetched after recognition. In addition, Ogasawara et al. does not disclose anything related to sending information about a user of a mobile device to an advertising server.

Accordingly, none of the cited references disclose or suggest providing access to a global communication data network through a gateway of a LAN to the at least one mobile device in response to receiving the demographic information about the user of the at least one mobile device by the advertising server from the access node of the LAN, as recited in the claims of the present application.

In view of the foregoing amendments and remarks, Applicants submit that claims 1-42 are now in condition for allowance. Accordingly, early allowance of such claims is respectfully requested.

Attached hereto is a marked-up version of the changes made to the specification and claims by the current amendment. The attached page is captioned **"Version with markings to show changes made."**

To the extent necessary, Applicant petitions for an extension of time under 37 CFR §1.136. Please charge any shortage in the fees due in connection with the filing of this paper, including extension of time fees and excess claim fees, to Deposit Account No. 01-2135 (referencing case No. 017.38896X00) and please credit any excess fees to such deposit account.

Respectfully submitted,



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Version with markings to show changes made

IN THE CLAIMS

Please amend the claims as follows:

Su 1. (Twice Amended) A method for public wireless network access

comprising:

detecting the presence of a Local Area Network (LAN) providing wireless network access to a global communication data network with at least one mobile device at a location;

requesting identification information from [each] the at least one mobile device through an access node of the LAN;

bl sending user information from [each] the at least one mobile device to the access node of the LAN, the user information including identification of the at least one mobile device and demographic information about a user of [each] the at least one mobile device;

sending the demographic information about the user of the at least one mobile device to an advertising server;

providing access to the global communication data network through a gateway of the LAN to the at least one mobile device in response to receiving the demographic information about the user of [said] the at least one mobile device by the advertising server from the access node of the LAN;

accessing [a] the global communication data network through a gateway of the LAN with the at least one mobile device;

[sending the demographic information about the users of the at least one mobile devices at the location provided with the access to the LAN to an advertising

server;]

receiving commercial messages at the location through the gateway from the advertising server, the commercial messages being selected based on the demographic information of each of the user's provided with the access to the LAN;
and

sending the commercial messages to at least one display connected to the access node of the LAN at the location for viewing by all persons at the location including the users provided with the access to the LAN.

27. (Twice Amended) An article comprising a storage medium having instructions stored therein, the instructions when executed causing a processing device to perform:

requesting identification information from at least one mobile device by a hub on a Local Area Network (LAN),providing wireless network access to a global communication data network, the requesting occurring after the at least one mobile device at a location detected the presence of the LAN and requested access through an access node of the LAN;

receiving user information from [each] the at least one mobile device at the hub, the user information including identification of the at least one mobile device and demographic information about a user of [each] the at least one mobile device;

sending the demographic information about the user of the at least one mobile device to an advertising server;

giving access to the global communication data network through the hub of the LAN to the at least one mobile device in response to receiving the demographic

(b) Contd

information about the user of [said] the at least one mobile device by the advertising server from the access node of the LAN;

[making a global communication data network accessible through the hub on the LAN to the at least one mobile device;]

[sending the demographic information about the users of the at least one mobile devices at the location provided with access to the LAN to an advertising server;]

receiving commercial messages at the hub from the advertising server, the commercial messages being selected based on the demographic information of each of the users provided with the access to the LAN; and

(c) sending the commercial messages to at least one display connected to the access node of the LAN at the location for viewing by all persons at the location including the users provided with the access to the LAN.

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33. (Twice Amended) A processing device having instructions stored therein, the processing device connected to a Local Area Network (LAN), the instructions when executed causing the processing device to perform:

(b3) requesting identification information from at least one mobile device by the processing device, the requesting occurring after the at least one mobile device at a location detected the presence of the LAN providing wireless network access to a global communication data network and requested access through an access node of the LAN;

receiving user information from [each] the at least one mobile device at the processing device, the user information including identification of the at least one

mobile device and demographic information about a user of [each] the at least one mobile device;

sending the demographic information about the user of the at least one mobile device to an advertising server;

giving access to the global communication data network through the hub of the LAN to the at least one mobile device in response to receiving the demographic information about the user of [said] the at least one mobile device by the advertising server from the access node of the LAN;

[making a global communication data network accessible through the processing device on the LAN to the at least one mobile device;]

[sending the demographic information about the users of the at least one mobile devices at the location provided with access to the LAN to an advertising server;]

receiving commercial messages at the processing device from the advertising server, the commercial messages being selected based on the demographic information of each of the users provided with the access to the LAN; and

sending the commercial messages to at least one display connected to the access node of the LAN at the location for viewing by all persons at the location including the users provided with the access to the LAN.

Two 39. (Twice Amended) A method for public wireless paying network access comprising:

selecting items to purchase at a commercial establishment by a customer; sending user information from a mobile device of the customer to a Local

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Area Network (LAN) at the commercial establishment through an access node of the LAN, the LAN providing wireless network access to a global communication data network, the user information including identification of the mobile device and demographic information about the customer;

placing identification information for the customer into a queue, the queue identifying customers ready to purchase items selected by each customer, the customer identification information being placed on the queue in a chronological order, the contents of the queue being displayed at the commercial establishment for viewing by all persons;

sending the demographic information about each customer on the queue to an advertising server;

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receiving commercial messages from the advertising server, the commercial messages being selected based on the demographic information of each of the customers provided with access to the LAN; and

sending the commercial messages to at least one display connected to the access node of the LAN at the commercial establishment for viewing by all persons at the commercial establishment including the customers provided with the access to the LAN.